

ELABORATION OF CROSS-BORDER STRATEGIC ACTION TOURISM PLANNING OF JIMBOLIA CITY

STRATEGIEI DE DEZVOLTARE TRANSFRONTALIERA DE PLANNING TURISTIC A ORASULUI JIMBOLIA

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Balanced socio- economic development on the border area between Romania and Serbia, by establishing the principal of cross-border co-operation, as a result of regional economy overall competitiveness increase and quality of living standards for the areas population improvement, by promoting the emerging tourism sector of the region and engaging communities and a wider audience in a renewal of interest in their common cultures , history and natural assets. Elaboration of Cross-border Strategic Action Tourism Planning of Jimbolia City – Guidelines for Tourism Infrastructure Founding and Consolidation in order to obtain the Recreational and Rest Center Status, as a fundament of tourism industry development- important part of local economical and social development, in order to increase the overall competitiveness of the regional economy and to improve the quality of living standards for the areas population.

Keywords: tourism, cross-border, increase, improvement.